

# RE-EMBEDDING WEALTH

OPPORTUNITIES FOR RURAL  
REVITALIZATION AND SUSTAINABILITY

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Creating Wealth Forums  
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**UNIVERSITY**  
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# road map

- » wealth – place-based or hyper-mobile?
- » re-embedding wealth in place
- » trends in philanthropy
- » research currently underway



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# wealth in rural?

» what is wealth?

» what does wealth look like in rural?



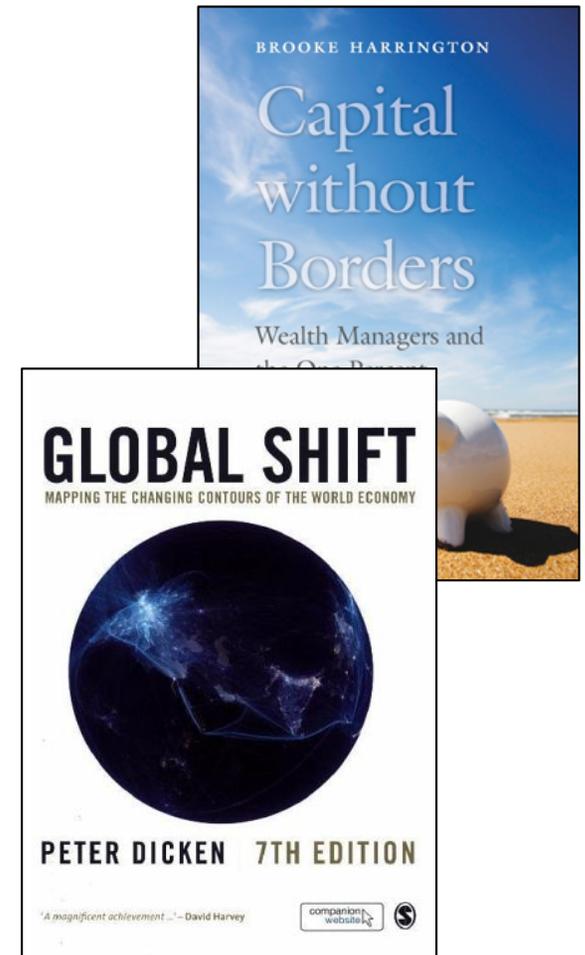
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# wealth and place

- » historically wealth was place-based
- » wealth is now hypermobile
- » wealth can be argued as 'place-less'



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# implications for rural

- » rural areas are substantial areas of wealth
- » currently rural wealth is not place-based forever
- » negative impact of intergenerational transfers of wealth



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# re-embedding wealth to place

» exploring platforms to re-embed wealth across  
Canada

» exploring processes to prevent loss from  
intergenerational transfers



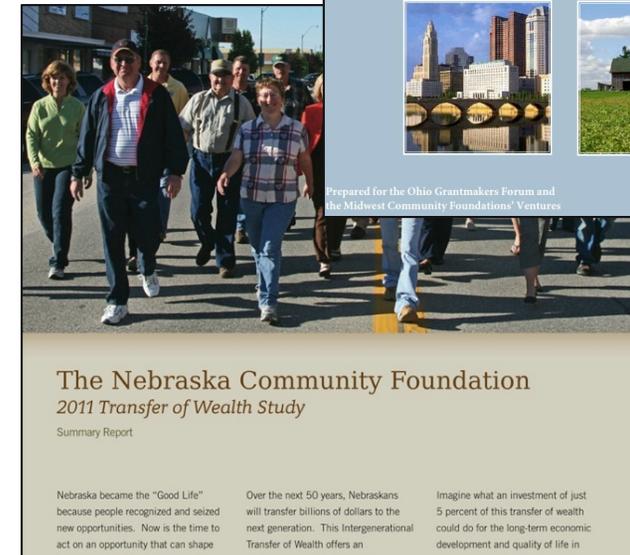
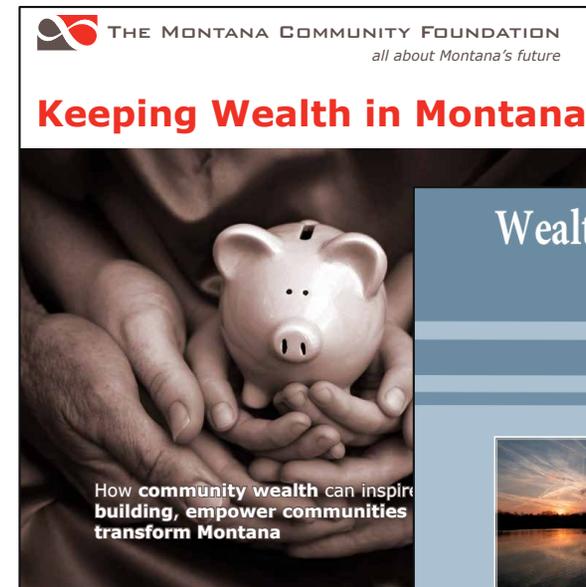
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# transfer of wealth

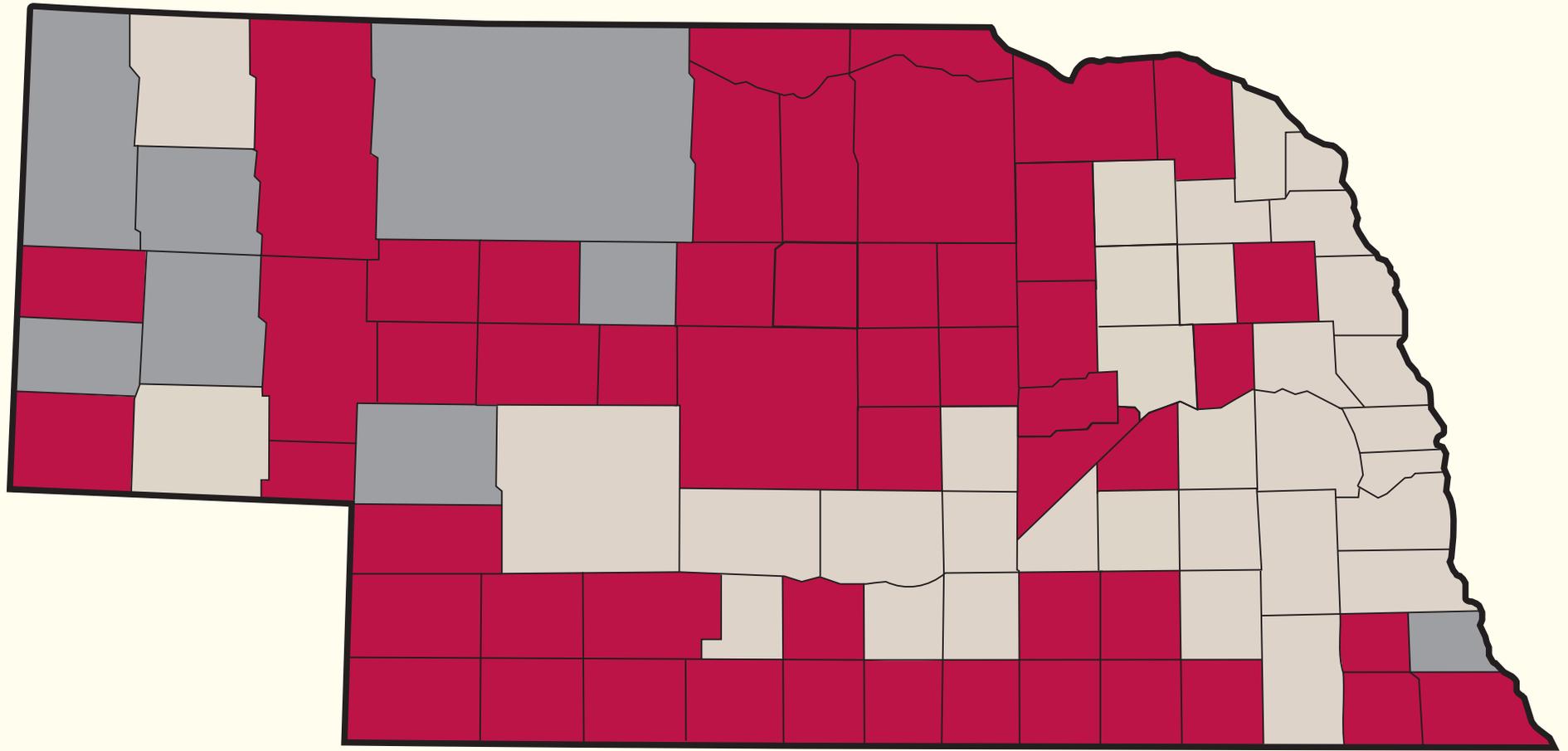
- » movement of wealth through inter-generational transfers
- » Transfer of wealth window quickly approaching in many rural communities
  - » aging population
  - » youth not returning to their 'home' communities



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opment

In 51 Nebraska counties shown here, the peak years for wealth transfer are on the near horizon.



### Peak Years of Transfer

- 2010 to 2019
- 2020 to 2029
- 2030 and after

# transfer of wealth

- Of rural communities with existing community foundations ...
- 50% of community foundations in Atlantic Canada were uncertain if they can capture and benefit from the transfer of wealth
- 24% of rural community foundations in Manitoba were uncertain if they can capture and benefit from the transfer of wealth

Number of boards indicating difficulty in understanding or describing intergenerational transfer of wealth

Atlantic Canada	5 of 10
Manitoba	16 of 44

Foundations with plans/strategies for capturing intergenerational transfer of wealth

Atlantic Canada	1 of 10
Manitoba	3 of 44



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# trends

## Data reveals fewer young Canadians are making donations



Although there are concerns about online donations, charities simply have to confront the shifting landscape of giving.

PAISAN191/GETTY IMAGES/ISTOCKPHOTO

### TRENDING

- 1 Study of University of Toronto PhD graduates finds few end up in private sector
- 2 Netflix buys Quebec zombie movie amid tensions over streaming service's investment in Canada
- 3 Chrystia Freeland says U.S. is taking 'zero-sum' view on trade in NAFTA talks
- 4 Globe editorial: If the clown shoe fits...
- 5 Notley threatens trade battle with B.C. over Trans Mountain

**Giving back to move the world forward.**

CANADA

December 15, 2016 8:15 pm

Updated: December 15, 2016 8:33 pm

## Charitable giving in Canada drops to 10-year low, according to tax data

By Alia Dharssi Online News Producer Global News

Comments 1 Facebook 40 Twitter Email Print ...



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# trends

- » change is everywhere!
- » impact investing
- » social finance, social enterprises
- » rise of place-based

## GIVING TRENDS IN CANADA

### CANADIAN DONORS PREFER TO GIVE



### TOP 5 CAUSES DONATED TO



### MOST INSPIRED TO GIVE BY



### SOCIAL MEDIA THAT MOST INSPIRES GIVING



**60%**

of Canadian donors participate in a sustainer program.



**30%**

donate to peer-to-peer fundraising campaigns.



**49%**

have attended a fundraising event within the last 12 months.



**49%**

donate to NGOs and NPOs located outside of Canada.



**91%**

agree that NPOs and NGOs effectively express gratitude for their donation(s).



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# place-based endowments in the periphery

» 4 year applied research initiative to examine how community endowments can be utilized to support, revitalize, and sustain rural places

» Key activities

» work with 4-6 rural communities/regions

» build transfer of wealth formula for rural Canada

» More information at [www.ruradev.ca](http://www.ruradev.ca)



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# resources

» [Fostering Sustainable Futures for Rural Community and Regions through Philanthropy Final Report](#)

» [Assets, Revenue, and Gifts: A Review of Atlantic Canada's Community Foundations](#)

» [Examination of Community Foundations in Atlantic Canada](#)

» [Scan of Manitoba's Community Foundations](#)



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